

Outreach Technical Memorandum

The visioning process included a community outreach program to provide various opportunities for the Marina del Rey community and stakeholders to share ideas about what type of community the Marina will be in 15 to 20 years. The community outreach program consisted of telephone interviews, community meetings and workshops, focus groups, and a web-based tool to solicit input. The specific activities included:

- Telephone interviews
- Community kick-off meeting
- Community walking tour workshop
- User focus groups
- Community mobility focus group
- MindMixer interactive website

In addition to these methods and tools, DRP staff responded to telephone and email inquiries regarding the visioning process.

More than 130 people attended the initial kick-off meeting in April 2013. This introduction to the project and outreach process concluded with a question-and-answer session that provided a preview of the themes that would emerge during the outreach process, many of which are tied to enhancing the Marina. To better understand the perspective of different Marina del Rey community members, the outreach team also conducted a series of telephone interviews with stakeholders from different groups and organizations, including the Boating Coalition, California Yacht Club, Marina del Rey Lessees Association, We ARE Marina del Rey, LAX/Coastal Area Chamber of Commerce, Marina del Rey Convention and Visitors Bureau, and the Venice Neighborhood Council.

The team also hosted a walking tour and mobile workshop attended by more than 30 community members in June 2013. This event gave community members the opportunity to tour key areas of the Marina alongside County staff and provide direct input on any changes or improvements they would like to see at these and other locations. There were additional opportunities for community participation on the heels of the walking tour.

Community members were invited to attend a mobility focus group on Wednesday, July 15, 2013. Over 30 community members participated in an interactive exercise to identify opportunities to improve mobility and access in and around the Marina.

From June to August 2013, more than 50 people representing a wide array of groups, businesses, and organizations participated in targeted focus group sessions, including:

- Members of the non-motorized boating community with representation from Marina del Rey Outrigger Canoe Club, Los Angeles Rowing Club, US Rowing, Marina Aquatic Center Rowing and UCLA Boat House, Row LA, and stand-up paddle boarders;

- Retail interests representing FantaSea Yachts, Hornblower Cruises, Marina del Rey Convention and Visitors Bureau, Lloyd Taber-Marina del Rey Library, Marina del Rey Sportfishing, Marina Towers, and Paradise Boating Yacht Charters;
- Neighboring community members;
- Boating stakeholders, with representation from Del Rey Yacht Club, South Coast Corinthian Yacht Club, Pacific Mariners Yacht Club, and Fairwind Yacht Club; and
- Members of the Marina del Rey business and hospitality community with participation from Foghorn Harbor Inn, Jamaica Bay Inn, Marina Properties Co., Pacifica-Hilton Garden Inn, the Ritz-Carlton of Marina del Rey, Specialty Restaurants Corp., Tony P\$, and The Warehouse Restaurant.

Representatives from neighboring communities were also invited to participate in focus group discussions but none attended.

In addition to community outreach, the visioning process also relied on research and analysis of existing conditions in the Marina. Cases studies and best practices were detailed and together with the community input, were used to inform the recommendations described in this document. The County enlisted the expertise of consultants to guide the analysis efforts in the following areas:

- Community outreach
- Market conditions
- Mobility
- Urban design and land use

As a result of the outreach efforts, several common themes emerged and were used to construct the framework for the Marina del Rey vision. These themes, described in greater detail in the Visioning Process section of the Visioning Statement, include:

- Develop activity districts
- Improve mobility and directional signage
- Enhance the image of the Marina and its built environment
- Enhance recreation opportunities
- Provide public gathering spaces

The data gathered from the outreach activities was reviewed by the consultants and incorporated into their analyses. The results of this work supported many of the issues and opportunities raised by the community.